

National Partnership Program

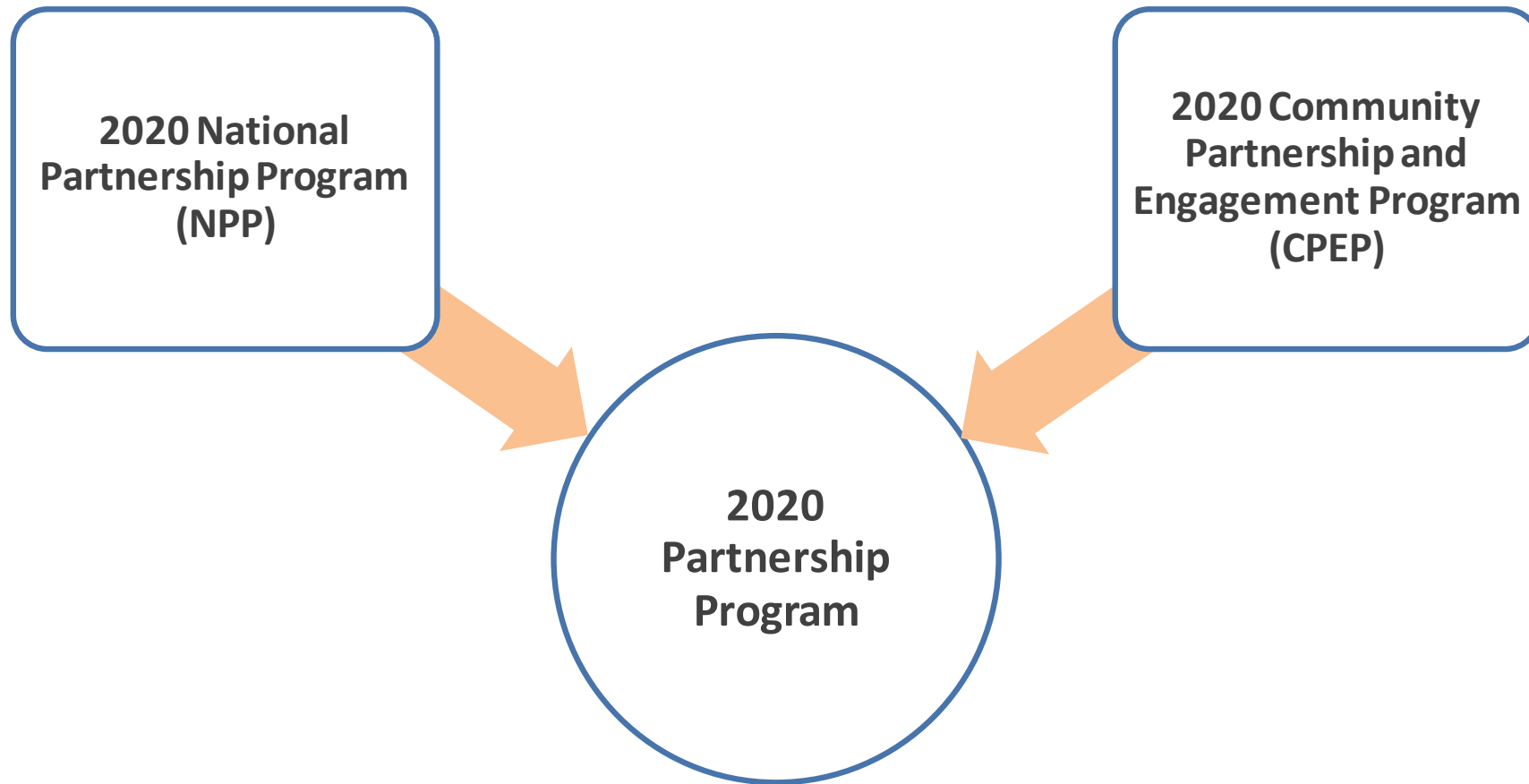
Presentation at Census Information Center

Annual Training Conference

August 22, 2018

Integrated Partnership and Communications

2020 Partnership Program



2010 Census National Partnership Program

Key Lessons Learned

- **Partnership approach moving from transactional to transformative and moving from quantity to quality.**
- **Partners want to play a more active and engaged role in the partnership program.**
- **Partners want electronic tools and other resources to make communication more efficient and effective.**

Criteria for Engaging Partners

REACH— Do they have national reach?

INFLUENCE— How trusted are they in their segment?

ACCESS— Do they have access to hard to count populations?

SECTOR— What segment are they in?

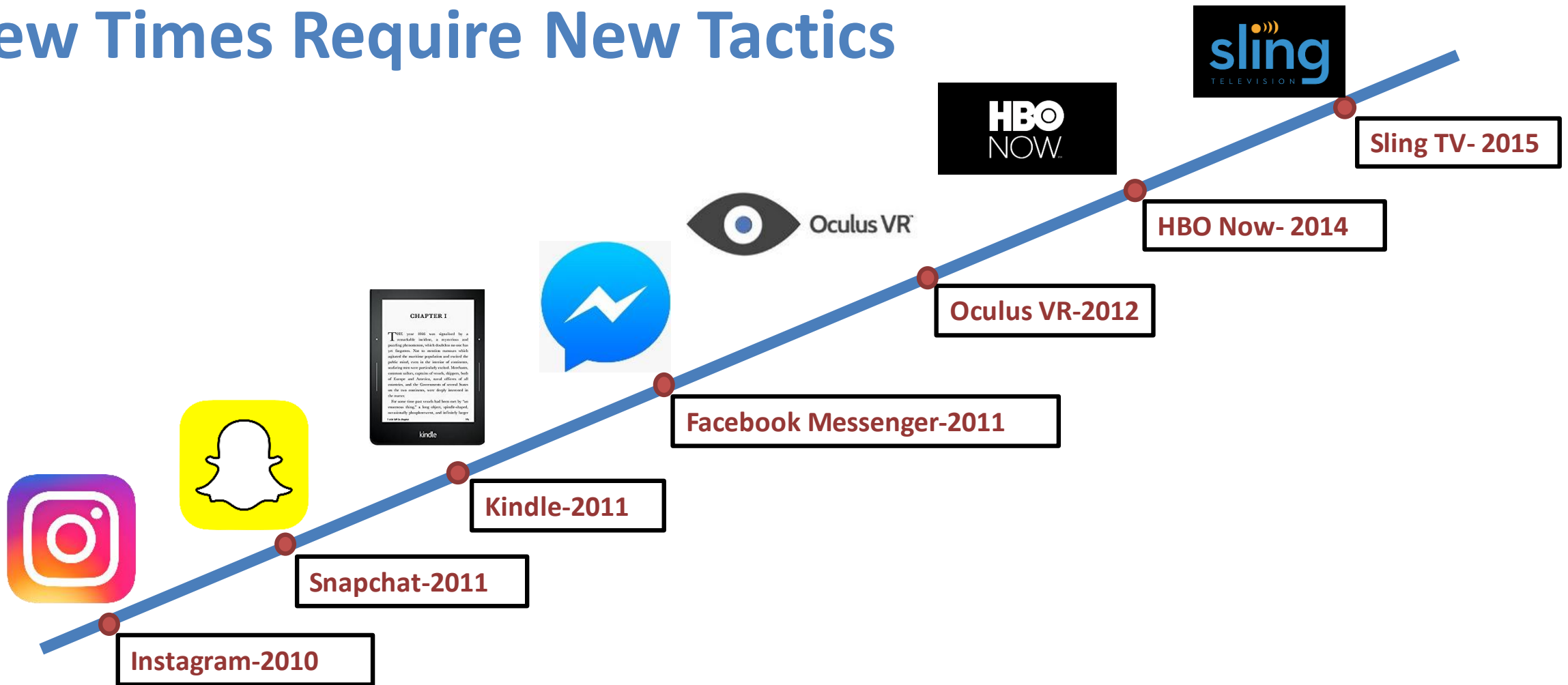
Examples of Partnership Opportunities

- **Host a workshop.**
- **Use tools, information and messaging.**
- **Inform employees/customers/audiences.**
- **Provide information via traditional or new channels.**
- **Invite staff to present at conferences.**

Managing Partner Accounts

- **Partner prospects divided into the following segments:**
 - **Affinity Groups (Chambers of Commerce, etc.)**
 - **Non-governmental/Advocacy Groups**
 - **Media**
 - **Technology**
 - **Business/Retail**
 - **Academic**
 - **Intergovernmental Groups**
 - **The Federal Government**

New Times Require New Tactics



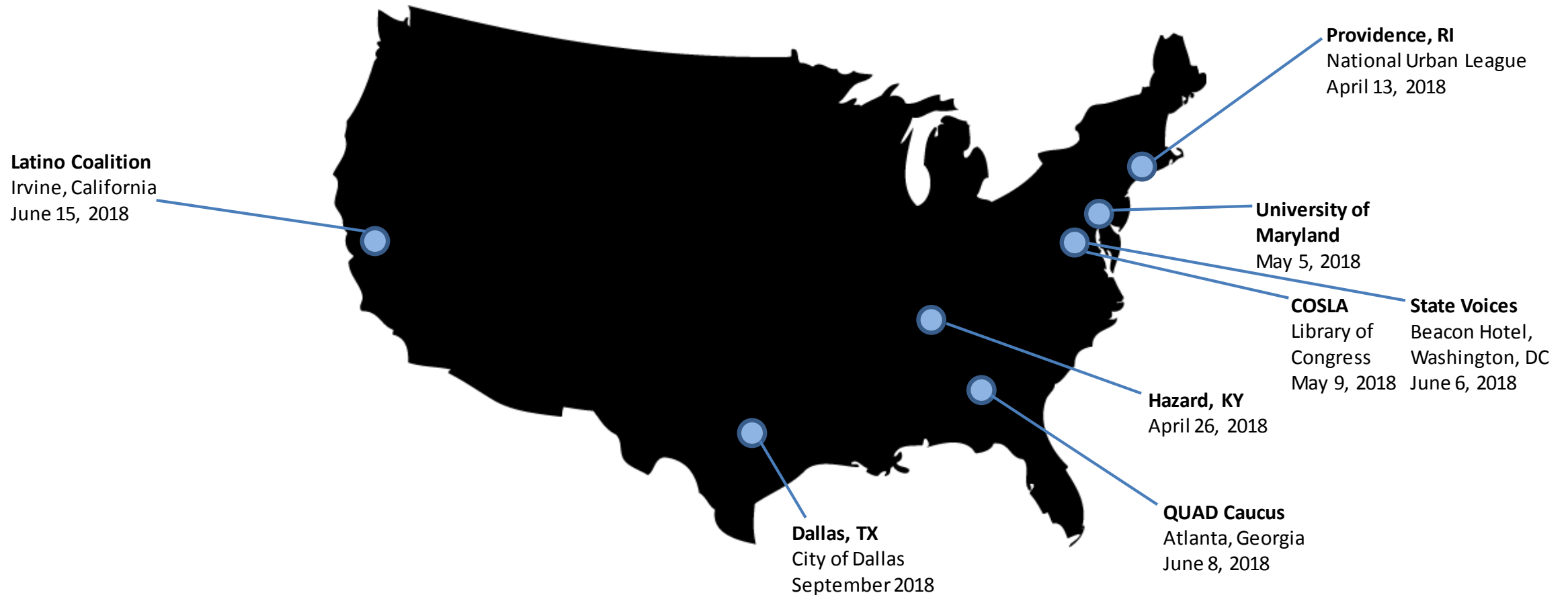
Census Solutions Workshops

The Census Solutions Workshop is a partner event that forges new cross-sector collaborations, where participants offer to contribute to the 2020 Census.

Workshop allows partners to:

- **Identify new solutions**
- **Create shared buy in**
- **Offer contributions to solve some of our toughest challenges**

Census Solution Workshops 2018 to Date





CENSUS SOLUTIONS WORKSHOP TOOLKIT

United States
Census
Bureau



A guide to running creative and collaborative workshops to foster new partnerships and solve census challenges in your community

HOW TO RUN A WORKSHOP

BUILD A TEAM AND SET A GOAL

Get a team of around 2-4 people together to plan and host the workshop. Begin by articulating the challenges you want to solve and what you hope to achieve by the end.

HANDLE LOGISTICS

Decide on the length, format, and location of the workshop, secure funding (sponsorship if needed), and build your guest list.

INVITE & PREP

Send out invitations, finalize your agenda, and prepare any workshop materials you'll need.

HOST THE WORKSHOP

Welcome your guests, lead them through warm-ups, ideation, clustering, and prototyping. Have them share out their work and get feedback and comments.

KEEP GOING

Thank your participants and ask them to make a concrete and realistic commitment to moving forward.

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PLANNING TIMELINE & CHECKLIST

WEEK 1

- ☐ Determine hosts, goals, and purpose for workshop
- ☐ Document format & length
- ☐ Set a date
- ☐ Determine roles
- ☐ Begin scouting venues

- ☐ Set a budget, or in-kind needs (venue, food, materials, videographer, etc.)
- ☐ If there are budget gaps, determine who will sponsor the funding or in-kind services
- ☐ Take a first pass at the guest list

WEEK 2

- ☐ Select venue
- ☐ Finalize guest list
- ☐ Send out invitations
- ☐ Continue to refine goals & agenda
- ☐ Draft user personas and Census 101 presentation

WEEK 3

- ☐ Decide which activities you would like to implement that will best achieve your goals
- ☐ Determine presenters and request any presentation materials (Powerpoint, etc.)
- ☐ Do a walk-through of the venue and take photos

- ☐ Test A/V equipment: Make a list of materials you need and begin to order them. Have food orders if necessary. Secure videographer / photographer, and provide creative brief if necessary.

WEEK 4

- ☐ Finalize agenda
- ☐ Make any final edits to presentation(s)
- ☐ Send reminder emails to guests
- ☐ Pick up / collect supplies, orders
- ☐ Plan room layout for optimal collaboration, considering # of guests
- ☐ Consider how you want to follow groups—day of or in advance?

WEEK 5

- ☐ Host the workshop
- ☐ Debrief & capture lessons learned
- ☐ Send out thank you letters to participants

WEEK 6

- ☐ Collect and edit media (photographs, videos) where necessary
- ☐ Send feedback to the Census Bureau

PHOTO COURTESY, JACQUES LACROIX

SAMPLE AGENDAS

FULL-DAY WORKSHOP

- 9:00 AM: Arrive & set up room
- 9:30 AM: Guests arrive
- 10:00 AM: Introductions & Icebreaker
- 10:30 AM: Presentation: Goals & Census 101
- 10:45 AM: It's Not 2010 activity
- 11:00 AM: Guest Story
- 11:20 AM: Dot Voting
- 11:30 AM: Present user scenarios
- 11:50 AM: Solo ideation
- 12:00 PM: Lunch
- 12:45 PM: Clustering in groups
- 1:00 PM: Group brainstorm & pick ideas
- 1:30 PM: Groups flesh out ideas
- 2:00 PM: Groups present ideas to each other
- 2:30 PM: Commitment charts & feedback forms
- 3:00 PM: Recap accomplishments of the day
- 3:15 PM: Coffee, snacks, mingling (optional)

HALF-DAY WORKSHOP

- 9:30 AM: Arrive & set up room
- 9:30 AM: Guests arrive
- 10:00 AM: Introductions & Icebreaker
- 10:30 AM: Present Goals, Census 101, It's Not 2010
- 10:45 AM: Present user scenarios & form groups
- 11:00 AM: Solo ideation
- 11:10 AM: Clustering in groups
- 11:30 AM: Break
- 11:45 AM: Groups pick idea & flesh it out
- 11:50 AM: Groups present ideas to each other
- 11:55 AM: Commitment charts & feedback forms
- 12:00 PM: Recap accomplishments of the day
- 12:10 PM: Lunch (optional)

ONE-HOUR WORKSHOP (One user scenario)

- 9:00 AM: Introductions, goals, user scenarios
- 9:10 AM: Solo ideation
- 9:20 AM: Clustering in groups
- 9:30 AM: Groups flesh out ideas
- 9:40 AM: Groups share ideas
- 9:50 AM: Distribute commitment and feedback forms
- 10:00 AM: Recap

ONE-HOUR WORKSHOP (Multiple user scenarios)

- 9:00 AM: Set up stations with different user scenarios around the room
- 9:05 AM: Introductions, goals, user scenarios
- 9:15 AM: Solo ideation (3 mins at each station)
- 9:25 AM: Share out ideas
- 9:30 AM: Make commitments & complete feedback forms

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BRAINSTORM

Brainstorming is the basis of the day's activities. There are a variety of formats this can take—from silent ideation to group brainstorm, but the key is to ensure a generative mindset, withholding for the moment any judgment or criticism.

WHY

The most important thing to remember is that brainstorm is about generating as many ideas as possible, no matter how silly or impractical they may seem. There are no bad ideas! Brainstorming is a time to let your mind wander and explore new connections. Being inspired by each other, and allowing the group to go beyond the obvious solutions.



HOW TO DO IT

1. Silent brainstorm

Keep all participants generating as many ideas as possible, no matter how silly or impractical they may seem. There are no bad ideas! Brainstorming is a time to let your mind wander and explore new connections. Being inspired by each other, and allowing the group to go beyond the obvious solutions.

- If it's hard to brainstorm about the user story in silence, it's important that you set a time limit on the silent brainstorming. When the time is up, ask each person to share their ideas with the group. This will help you hear each other's ideas and build on them.
- "Where does this person spend time?" What do they do? What would make their experience better? What do they want to see in the future?
- "How can we help them? What if you were a user? What if you were a caregiver? What if you were a doctor? What if you were a teacher?"

2. Share

Go around and share ideas by question (i.e., what did people write down for "who they trust"?).

3. Clustering

During silent ideation, cluster ideas around themes. Move the post-it notes to their similar ideas are grouped together.

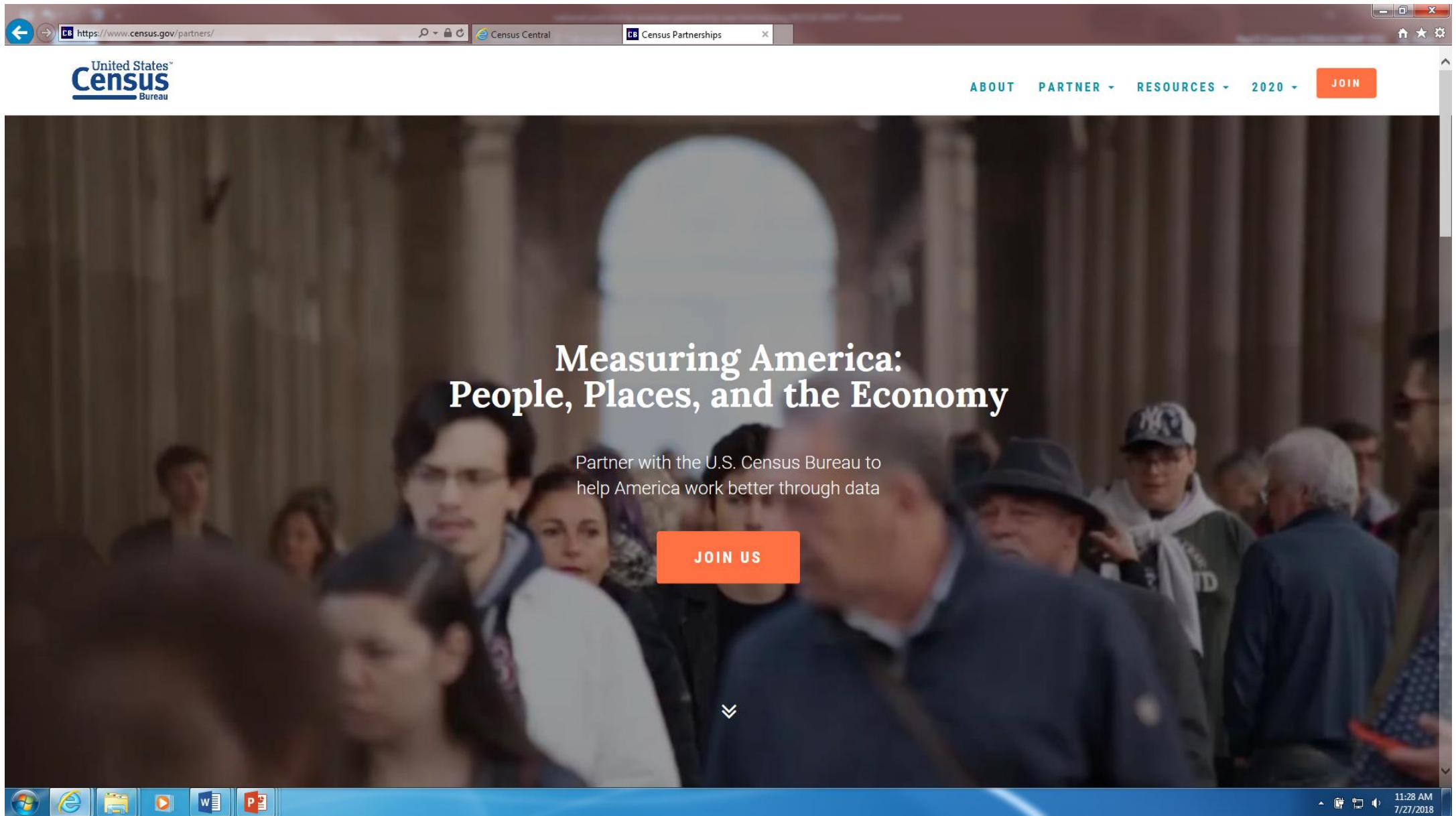
4. Build

With each cluster, do one more group ideation. Combine elements of ideas or build on each other's ideas. It's important that this be a generative process. Use the phrase, "Yes, and..." to acknowledge others' ideas and highlight a framework of collaboration and accumulation of ideas.

5. Choose

Decide which ideas are the most promising and / or excitement among the group. This will be the ones you will share back out in the afternoon session. If your group is feeling creative, explore a concrete idea you can use the day following session described earlier.

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Census Accelerate

1. DEFINE

A clear problem statement is articulated, (e.g. young child undercount; enumerator recruitment; rural + tribal populations, etc.).

2. CONVENE

Recruitment of creative design + tech + media talent, user advocates, and expert mentors to form teams.

3. IMAGINE

Teams brainstorm ideas to solve the problem.



4. EXPLORE

Teams dive in to the existing data / research related to their idea.

5. PROTOTYPE

Design and build a small-scale version of the solution to gather quick feedback.

6. SCALE

Demo Day to present ideas to funders and stakeholders to scale idea regionally or nationally.

Looking Ahead

- **Contractor support started**
- **Continued follow up with key prospects and solidify commitments**
- **Staffing up**
- **Implementing metrics**
- **Continue integrating with Field**
- **Arrange speaking opportunities for senior executive leadership.**
- **Promote recruitment and 2020 Census operations.**
- **National partnership kickoff event(s) in April 2019**



To learn more about the National Partnership Program,
please visit: www.census.gov/partners

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Questions?